

ABSTRACT

This business model addresses young male office workers needs and wants over working bag as part of office attire. Bag has double role of carrying appliance and fashion accessory in order to inform our thinking around the balance between function and style to support the mobility and desired image conveyed by office attire. Building on traditional observations, we investigated the nature of business models, seeking traces of Nine Building Blocks Business Canvas planning that players rely on in order to run their businesses in the industry. Surveys contribute to the development of initial findings question assumptions about the phenomenon. From series of research we formulated a series of bag segments that exist in the market, namely Foreign Casual Brands, Foreign Elegant Brands, Local Casual Brands, Commodity Bags and complete it with refined Local Elegant Brand segment, represented by the generation of Ouya. Overall, the business model is feasible as it is supported by reasonable financial plan and positive financial projections. Our positive financial projection consisting of gradually increasing Net Income and positive Net Present Value in amount of Rp 6.324.695.445.

Key Words: Bag, Style, Office Attire.